

SAVE YOUR EYES

Simple Home Treatment Will Enable You to Throw Away Your Glasses.

"HOW TO SAVE THE EYES" IS THE TITLE OF A FREE BOOK.

At last the good news can be published. It is predicted that within a few years eyeglasses and spectacles will be so scarce that they will be regarded as curiosities. Throughout the civilized world there has, for several years, been a recognized movement by educated medical men, particularly eye experts, toward treating sore, weak or strained eyes rationally. The old way was to fit a pair of glasses as soon as the eyes were found to be strained. These glasses were nothing better than crutches. They never overcame the trouble, but merely gave a little relief while being worn and they made the eyes gradually weaker. Every wearer of eyeglasses knows that he might as well expect to cure rheumatism by leaning upon a walking stick.

The great masses of sufferers from eye strain and other curable optic disorders have been misled by those who were making fortunes out of eyeglasses and spectacles.

GET RID OF YOUR GLASSES.

Dr. John L. Corish, an able New York physician of long experience, has come forward with the edict that eyeglasses must go. Intelligent people everywhere are following him. The doctor says the ancients never disguised their facial beauty with goggles. They employed certain methods which have recently been brought to the light of modern science. Dr. Corish has written a marvelous book entitled "How to Save the Eyes," which tells how they may be benefited in many cases instantly. There is an easy home treatment which is just as simple as it is effective, and it is fully explained in this wonderful book, which will be sent free to anyone. A postal card will bring it to your very door. This book tells you why eyeglasses are needless and how they may be put aside forever. When you have taken advantage of the information obtained in this book you may be able to throw your glasses away and should possess healthy, beautiful, soulfully expressive, magnetic eyes that indicate the true character and win confidence.

BAD EYES BRING BAD HEALTH.

Dr. Corish goes further. He asserts that eyestrain is the main cause of headaches, nervousness, inability, neurasthenia, brain fog, sleeplessness, stomach disorders, dependency and many other disorders. Leading oculists of the world confirm this and say that a vast amount of physical and mental misery is due to the influence of eyestrain upon the nerves and brain cells. When eyestrain is overcome, these ailments usually disappear as if by magic.

FREE TO YOU.

The Okola Method, which is fully explained in Dr. Corish's marvelous book, is the method which is directed at making your eyes normal and saving them from the disfigurement of those needless, unpleasant glass windows. If you wear glasses or feel that you should be wearing them, or if you are troubled with headache in the forehead or nervousness when your eyes are tired, write to-day to Okola Laboratory, Dept. 88F, Rochester, N. Y., and ask them to send you, postage prepaid, free of all charge, the book entitled, "How to Save the Eyes," and you will never regret the step taken.

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blue. I dissolve the dye as per directions, and put in a bottle with a patent stopper. When the dresses are washed the dye is used as bluing would be used for white clothes, stirring the water carefully before putting garment in, to avoid streaking.—Mrs. T. W., Chicago, Ill.

Upon the advice of an experienced horseman, we began early last spring to mix with our horse's oats every other morning an ordinary drinking glass full of the cheap variety of molasses known as "black strap." The animal shed the old dead hair much more quickly and easily than usual, was transformed from a faded sorrel to an unusually glossy dark chestnut, rapidly gained flesh, and was really so greatly improved in appearance that our friends are continually inquiring if we have a new horse.—R. A. A., Joliet, Ill.

Looking Forward to the Next Number

AS A MAGAZINE for home reading, the next issue of the SEMI-MONTHLY MAGAZINE SECTION will have a distinct appeal for every member of the family in being largely devoted to style and apparel features—an advance guide to Spring and Summer modes. Every man and his wife frankly or secretly wants to know how to dress appropriately. Our Style and Apparel Annual will brightly and accurately reflect the trend of fashions for all.

Every feature will have the imprint of authority. Mlle. de Lourey, for instance, writes a chatty, informative letter from Paris forecasting just what will be worn by the well-dressed woman in the French capital. Having the entrée to the most exclusive fashion ateliers, Mlle. de Lourey has accomplished what is seldom done reliably—shown in advance exactly what the French arbiters of dress are planning. Her letter will be modishly illustrated with exclusive drawings and photographs.

Grace Norton Rosé will tell in detail about *Getting Ready for the Spring Dress-maker*, discussing in text and picture the newest wrinkles and fabrics. She also writes authoritatively on the *Correct Wardrobe for the Outdoor Girl*.

Chic Styles in Shoes and Hosiery and Hats on Hand-Made Linerie are furnished, with helpful illustrations, by Anne L. Gorman; and many other essential features of dress are each one described by an authority in her feminine way.

Also, *Spring and Summer Fashions for the Well-Dressed Man*, along with *Essentials in Cloth, Color and Cut and Hints on Hats, Haberdashery and Shoes*, are fully described by Benn Nash and illustrated by Duncan M. Stevens.

Appropriately included in this number is a story—*The Reaction*, by Mabel Herbert Urner—in which love is dramatized and given a new and unique setting. Not puppet love built of mere ink and paper—but that human corporeal passion that stirs in the heart and core of humanity. The spirit of the story is admirably illustrated by Harry Spafford Potter.

In *Great Store Lures and Lodestones* Arthur Irwin discloses the inside workings of the great metropolitan emporiums—the way in which armies of shoppers are lured within their doors and presto! made to spend millions of money. This article throws a new light on a big kind of big business and how it is conducted, illustrated with original drawings by G. H. Mitchell.

Among other features in the next SEMI-MONTHLY MAGAZINE SECTION is *The Proposal*, a diverting leap-year story, by Louise Winter; and an editorial, *The Schoolma'am Follows the Flag*, in which Elbert Hubbard comes to grips with an old problem in a new way. The cover design is a charming Easter study—the dainty little miss bearing a huge load of hat boxes—by M. M. Grinball.

Rex Beach, in sending us his story, *The Weight of Obligation*, published today, declares it to be different, if not better, than anything he has ever written. We might add in this connection that the author has bound himself for five years to write for the *Cosmopolitan Magazine*, and this is the last story by him that will appear in any other publication.

"Come to Florida and Live Like a Prince—"

Here's Where the Door of Your Opportunity Swings Open!



You overworked, office-bound city men and women—you who are rushing through your days and nights with no tangible hope of getting out from under the load and strain—

You who dare not take your minds off the ever present puzzle of your rent bill, your grocer's bill, your coal bill, your doctor's bill—how to give the children the education they deserve—how to establish a comfortable sinking fund for coming years—

—stop! Turn your backs on the time clock for a moment; shove aside your everlasting ledgers and bill files, and THINK—

Think what it would mean to YOU and YOUR FOLKS to be really truly independent—to own your own home—your own land—to have a bank account that means something—to be your own bosses and get all you earn—to regulate your own hours according to the most profitable use of them and not according to a bookkeeper's time-sheet—

And all the time, while you are working and planning and building for the future, to be really LIVING—out in the mellow sunshine, out among the palms and the orange and grape fruit groves, and the unfading blossoms of "the land of flowers," which is what the name of this wonder-state really means.

Look up! Look up from the struggle and worry and monotonous grind of tasks YOU were never intended to burden yourself with. Watch the great doors of opportunity swing open. This wonderful new year of 1913, and reveal the home you may win if you will! Florida's richest treasure-house is opened to you in the heart of Hillsboro County, famous center of orange, grape fruit and truck growing activity.

Come now to Florida and live like a Prince on a 10-acre fruit or truck farm all your own, close to the great and rapidly growing city of Tampa itself—

Right here in beautiful Hillsboro County, where you can choose—from the rich new tracts just now being opened—a model 10-acre farm for only \$1 an acre per month. Man alive, that's only a 1-3 cents a day per acre! Make up your mind right now, that hereafter you'll live like a Prince.

Right here in Hillsboro County, Florida, where soil, climate, water, schools, churches, transportation to highest-priced markets—where all these vital features are ideal.

Right here where grape fruit and orange groves alone, as the U. S. Government report shows, are paying over \$600,000.00 a year! Where fruit, vegetables and poultry mean a mint of money—several big crops of garden truck each year. Turn to that big double page in our latest Florida book, *companion below will bring yours, free*, and read "What you can do with one acre in Hillsboro County." This valuable book tabulates actual yield of each crop, cost of clearing, planting and harvesting, even includes a Handy Calendar of planting and marketing dates. **Send today for yours**—it enables you to choose crops that will yield you a handsome income.

Right here where three big Railroads cross each other—a dozen railroad stations right on these lands. **Get the point! Suburban, suburban, at country prices!** Even merchandise is cheaper than up North.

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